

## **ABSTRACT**

The present invention is directed to a system and method for optimizing collaborative fleet performance utilizing an Internet-based analytical tool. A user accesses the online tool via a secured access portal. The user is then prompted to provide current customer information, pricing and supplying terms, and customer objectives. The system then processes the information provided, prompting the user to select those products which most closely fulfill the customer's objectives. Once the necessary information has been input into the system, the web-based analytical tool generates a professional proposal suitable for presentation by the user to a prospective customer.

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